

Subject: RE: Urbanize site design refresh - feedback request
From: Elan Shore </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=08C482029C0544EA83E4EA8EB59ED9E0-ESHORE>
Date: 08/10/2017 09:55 AM
To: Christopher Loos <chris@urbanize.la>, Nick Griffin <ngriffin@downtownla.com>

Looking at it on my desktop, its V4 or V5 because I can immediately see the headline and there is a clear connection between the headline and the photos.

From: Christopher Loos [mailto:chris@urbanize.la]
Sent: Thursday, August 03, 2017 9:02 PM
To: Nick Griffin <ngriffin@downtownla.com>
Cc: Elan Shore <eshore@downtownla.com>
Subject: Re: Urbanize site design refresh - feedback request

Awesome...thank you both!

On Thu, Aug 3, 2017 at 7:28 PM, Nick Griffin <ngriffin@downtownla.com> wrote:

I'll have a look. I'm copying Elan too in case you didn't already send to him.

Nicholas Ziff Griffin

Vice President of Economic Development
Downtown Center Business Improvement District
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[213.416.7522](tel:213.416.7522) | ngriffin@downtownla.com

On Aug 3, 2017, at 5:39 PM, Christopher Loos <chris@urbanize.la> wrote:

Hi Nick,

So we've embarked on a site design refresh and are looking for some feedback from readers and stakeholders. As someone who knows our site and is on the same page as us in terms of promoting LA's transformation, we value your opinion. Would you mind taking a look at these wireframes? Each one is a variation on an updated article page.

Variation 1: <https://invis.io/7CCTQJZ5F#/246333963> Urbanize LA Detail R1 V1
Variation 2: <https://invis.io/7CCTQJZ5F#/246333962> Urbanize LA Detail V2
Variation 3: <https://invis.io/7CCTQJZ5F#/246333959> Urbanize LA Detail R1 V3
Variation 4: <https://invis.io/7CCTQJZ5F#/246333958> Urbanize LA Detail V4
Variation 5: <https://invis.io/7CCTQJZ5F#/246333961> Urbanize LA Detail V5
Variation 6: <https://invis.io/7CCTQJZ5F#/246333960> Urbanize LA Detail V6

Password: **urbanize**

Things to keep in mind:

- The black and white is intentional, as we're still thinking about layout and don't want to dive into a color palette discussion just yet.

- Right now we're most interested in feedback about the top portion of the layouts, i.e. "above the fold". This includes everything down to where the article text begins (banner, title, neighborhood tag, leaderboard ad placement, etc.)

Thanks in advance. Hope all is well with you!

Thanks,

Chris

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Chris Loos

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